

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC CHECKS 16 SAN FERNANDO VALLEY LIQUOR OUTLETS AND FINDS NO VIOLATIONS

Decoys attempted to buy alcohol at 16 locations and not one sold

SAN FERNANDO VALLEY – On Thursday November 10, 2005, Investigators of the California Department of Alcoholic Beverage Control (ABC), Van Nuys District Office, conducted a minor decoy operation for compliance, in which minors under the direct supervision of the investigators, attempted to purchase alcohol from 16 retail licensees in the San Fernando Valley and not a single business sold to the minors.

“These businesses are to be commended for checking identifications and helping to keep alcohol out of the hands of minors,” said ABC Director Jerry Jolly. “A 100% compliance was achieved in this operation and that is good news.”

ABC is conducting the compliance checks state-wide to reduce the availability of alcohol to minors. Young people under the age of 21 have a higher rate of drunk driving fatalities than the general adult population.

Minor Decoy operations have been conducted by local law enforcement throughout the state since the 1980's. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped in some cities as low as 10 percent or even below. The latest violation rate state-wide is nearly 16 percent.

In 1994, the California Supreme Court ruled unanimously that use of underage decoys is a valid tool of law enforcement to ensure that liquor licensees are complying with the law.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the Business, Transportation and Housing Agency.

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Sunne Wright McPeak, a member of the Governor's Cabinet.